

Hispanic
Quit Line Data Summary
July 1 - September 30, 2003

	Hispanic	State
Number of Calls to Quit Line	N = 51	N = 2,935
Percent of Statewide Calls	2.3%	100.0%
Percent of State Population in County¹	7.7%	100.0%

	Hispanic %	State %
Gender	N = 51	N = 2,565
Female	56.9%	63.8%
Male	43.1%	36.2%
Race/Ethnicity	N = 51	N = 2,185
Hispanic	100.0%	2.3%
Age	N = 50	N = 2,379
Less than 18 years old	2.0%	1.7%
18 - 24 years old	22.0%	15.7%
25 - 34 years old	26.0%	23.3%
35 - 44 years old	30.0%	26.0%
45 years and older	20.0%	33.2%
Education	N = 49	N = 2,267
Did not graduate high school	20.4%	19.5%
High school graduate	30.6%	33.3%
Some college/vocational school	40.8%	35.3%
College graduate	8.2%	11.9%
Caller Type	N = 51	N = 2,685
General Information	2.0%	10.5%
Health care provider	2.0%	3.2%
Tobacco user	96.0%	86.3%
Payer Type	N = 41	N = 1,774
Insured	36.6%	29.4%
Uninsured	22.0%	30.4%
Medicaid	41.5%	40.2%
Heard About	N = 44	N = 2,220
Past caller	11.4%	14.0%
Employer/worksites	0.0%	1.1%
Health care provider	34.1%	29.8%
Television	18.2%	13.7%
Outdoor advertisement (billboard/bus/wall)	2.3%	4.7%
Targeted mailing	0.0%	0.0%
Great Start	0.0%	0.1%
Radio	0.0%	1.1%
Newspaper/Magazine	0.0%	0.5%
Brochure/Newsletter	6.8%	5.6%
Family or friend	22.7%	24.7%
Health Department	4.5%	4.1%
School	0.0%	0.6%